

ORDER



Orders	Order / Rev:	107100				
	Alt Order #:	06858362				
	Product Desc:	OBAMA 120S				
	Estimate:	1881				
	Flight Dates:	09/28/12 - 10/04/12	Primary AE:	Amy McCreary		
	Original Date / Rev:	09/26/12 / 09/26/12	Sales Office:	BLPHI		
	Order Type:	GENERAL	Sales Region:	National		
Agency	Name:	GMMB, Inc./ Washington D.C.				
	Buying Contact:				Billing Type:	Cash
	Billing Contact:				Billing Calendar:	Broadcast
		Washington Harbor			Billing Cycle:	EOM/EOC
		Washington, DC 20007			Agency Commission:	15%
Advertiser	Name:	Obama for America				
	Demographic:	A35+			New Business Thru:	
	Product Codes:	PLC01-Democrat			Order Separation:	00:05:00
	Priority:	SELECT PRIORITY CODE			Advertiser External ID:	
	Revenue Codes:	POLITICAL/AGY, PCAN, GEN			Agency External ID:	

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	1	\$4,800.00	\$4,080.00
10/01/12	10/04/12	7	\$35,900.00	\$30,515.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	1	\$4,800.00	\$4,080.00	0.00
October 2012	7	\$35,900.00	\$30,515.00	0.00
Totals	8	\$40,700.00	\$34,595.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	15%	\$40,700.00
Market	100%	\$271,333.33

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	25%	\$67,833.33
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	25%	\$67,833.33
KTUD	0%	\$0.00
KVVU	30%	\$81,400.00
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	5%	\$13,566.67

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/01/12	10/04/12	NEWS 3 at 4 (1 HOUR)CM 4PM NEWS (1 hour)		4-5pm	MTWT--	2:00	3	\$2,900.00	1	0.00	NM	3	\$8,700.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				

Order / Rev: 107100
Alt Order #: 06858362
Flight Dates: 09/28/12 - 10/04/12

Advertiser: Obama for America
Product Desc: OBAMA 120S
Estimate: 1881

Ln	Ch	Start	End	Inventory	Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/01/12	10/04/12	NEWS 3 at 4 (1 HOUR)	CM	4-5pm		MTWT---	2:00	3	\$2,900.00	1	0.00	NM	3	\$8,700.00
4PM NEWS (1 hour)																
NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/01/12																
E 2	KSNV	10/01/12	10/04/12	M-F News 3 at Eleven	CM	11pm-1135pm		MTWT---	2:00	3	\$4,800.00	1	0.00	NM	3	\$14,400.00
M-F News 3 at Eleven																
NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/01/12																
E 3	KSNV	10/02/12	10/02/12	Tues PR 10-11p	CM	10-11pm		-T-----	2:00	1	\$12,800.00	1	0.00	NM	1	\$12,800.00
Tuesday Prime 10-11pm																
PHOOD																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/01/12																
N 5	KSNV	09/29/12	09/29/12	Sat PR 8-9p	CM	8-9pm		-----S-	2:00	1	\$4,800.00	1	0.00	NM	1	\$4,800.00
Saturday Prime 8-9pm																
PHOOD																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/24/12																